

**Subject:** Re: My 3 PBID interests  
**From:** Lorena Parker <lparker@sanpedrobid.com>  
**Date:** 01/25/2018 03:29 PM  
**To:** "Baker, Arley" <ABaker@portla.org>  
**CC:** "Bezmalinovich, Augie" <ABezmalinovich@portla.org>, "jwilliams@labattleship.com" <jwilliams@labattleship.com>

Arley,

Unfortunately, we did not start keeping statistics until summer 2016, and then mostly for the summer. We did keep stats in 2017 and I've attached the final numbers.

If you compare the four months in 2016 to the same four months in 2017, it shows about a 17% increase over 2016.

Moving forward, we will be able to supply better year over year comparisons.

Kind regards,

Lorena Parker  
*Executive Director*  
*San Pedro Property Owners' Alliance*  
**San Pedro Historic Waterfront  
Business Improvement District**  
390 W. 7th Street | San Pedro, CA 90731  
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)  
[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)  
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On Thu, Jan 25, 2018 at 2:28 PM, Baker, Arley <[ABaker@portla.org](mailto:ABaker@portla.org)> wrote:

Augie and Lorena,

Would be good to get the annual trolley ridership for 2015, 2016 and 2017... Perhaps some positive trending there to share at the LA Waterfront Town Hall

Thanks

**From:** Lorena Parker [mailto:[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)]

**Sent:** Thursday, January 25, 2018 1:20 PM  
**To:** Bezmalinovich, Augie <[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)>  
**Cc:** [jwilliams@labattleship.com](mailto:jwilliams@labattleship.com); Baker, Arley <[ABaker@portla.org](mailto:ABaker@portla.org)>

**Subject:** Re: My 3 PBID interests

Augie,

The only date that would be difficult is Thursday as we have our Executive Committee meeting at 2:00pm. Otherwise, any of those other dates/times work for me.

Kind regards,

Lorena Parker

*Executive Director*

*San Pedro Property Owners' Alliance*

**San Pedro Historic Waterfront**

**Business Improvement District**

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On Thu, Jan 25, 2018 at 1:17 PM, Bezmalinovich, Augie  
<[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)> wrote:

Hi Lorena,

Thanks for reaching out to me I really appreciate it. Please, set up a meeting ASAP to speak about the trolleys - I'm available:

Monday, Jan 29 in the afternoon

Wednesday, Jan 31<sup>st</sup> 10 to Noon

Thursday, Feb 1<sup>st</sup>, in the afternoon

Maybe we can talk about the Welcome party at the same time?

Thanks,

Augie

**From:** Lorena Parker [mailto:[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)]

**Sent:** Thursday, January 25, 2018 10:33 AM

**To:** Bezmalinovich, Augie

**Cc:** [jwilliams@labattleship.com](mailto:jwilliams@labattleship.com); Baker, Arley

**Subject:** Re: My 3 PBID interests

Augie,

I am actively researching the possibility of expanding our aging trolleys. I'm exploring various options including renting from Santa Barbara Trolley (\$4,500/mo per trolley), buying a new/used trolley, etc. Do you want to set up a meeting to discuss? I am exploring options now since we need to get the summer trolleys up and running by Mother's Day weekend.

Also, regarding the LA Fleet Week Welcome party, last year Arley gave us the Hollywood theme to work with. When should we start these discussions?

I want to plan these with plenty of time this year. Satin Dolls have already contacted me and are looking to book early this year. Last year, the Welcome Party was also the first day of school for kids.

Lorena Parker

*Executive Director*

*San Pedro Property Owners' Alliance*

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On Thu, Oct 19, 2017 at 9:05 AM, Bezmalinovich, Augie  
<[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)> wrote:

Hi Lorena and Jonathan -

I hope all is well and yesterday when I spoke to Jonathan, he asked if I ever filled out "my top 3 PBID interests" which was presented at our last meeting. Please, here they are:

- Red Trolleys
- Cruise Center and moving people to and from
- Fleet Week Welcoming Party

All the best,

Augie

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Attachments:

2017FullONOFFDriverTrolleyTrackerAnalysis.pdf	120 KB
092816ONOFFAnalysis.pdf	524 KB